



## Press release

### **Pinocchio and the new Great Park in Collodi will be at the Fiera del Levante in Bari to present the territory of the Valdinievole and to propose itself as partner of internationalization projects to the business sector.**

**Pinocchio will attend the Fiera del Levante in Bari from 17 to 20 September 2015 at BABI (Bari Bimbi) to meet 200,000 children and their families.** "After the initial stage in Florence, the tour continues to Bari, then it will reach Naples and the great capitals of the world - says Federico Incerpi, director of Metamorfosi, the company that manages the project of the Great Park. - Our aim is to present to institutions, associations and tour operators Pinocchio and its territory, the Valdinievole, as excellent tourist destination and as a pool of excellence in horticulture and family and environmental tourism. The combination between Pinocchio and Valdinievole is fundamental for the success of the project - continues Incerpi – also for the need of being in line with the vision of the Tuscany Region, which seeks to identify within its territory Areas that differ as Tourist Destinations, so that the Tuscan territory as a whole can promote them working as a team. All the areas agree on having Pinocchio as testimonial."

**Metamorfosi is an innovative start-up** that began working in 2014 on a project to realise in Collodi, the town where Carlo Lorenzini gave birth to the most famous puppet in the world, a large park on an area of 60 hectares. This will attract three million visitors, in order to regenerate the brand *Pinocchio*, promoting it as a symbol of *Italy that is able to be successful on an international level*.

To prepare for the opening of the Great Park, **Metamorfosi launched a tour in Florence last July, which will bring the new Pinocchio to meet the public both in some Italian cities and abroad.** The goal is to create a group of innovative companies that will be the suppliers of the park, in order to build it, manage it and promote it. **However, one of the main aims is also to make licensing agreements, develop merchandising, and find new supporters.** The strong support by Trade Associations demonstrates there is a widespread interest in the project from businesses, which see Pinocchio as an accelerator of the process of promotion and an opportunity to participate in the creation of the Park.